

A WONDERFUL SUCCESS

All Memphians Can Be Proud of This Record

MEMPHIS is a city of remarkable achievements. Year after year its fame is becoming wider, not only as one of the world's great cotton centers, but also as one of the great manufacturing localities of America which supply the world.

It occupies a proud position for its vast manufacturing interests, which include lumber industries, cottonseed oil, flour and grist mills, foundries and machine shops, carriage and wagon works, brick and tile factories and tobacco factories, and so on through a long list.

The dominance of Memphis in many lines has been brought about by progressiveness. Progressive manufacturers have won success by their progressive methods. Progressive investors, with confidence in the unusual merit of Memphis products and the men making them, have backed the manufacturers and given them the support and co-operation that is essential to complete success.

When the commercial and manufacturing history of Memphis is written, no single phase will be more impressive than the wonderful success achieved by the Peplax Medicine Company. It has made a record of which the manufacturers of Memphis can well be proud.

In the five brief months since Peplax Medicine Company took over Pepsinol, an old product which has been prescribed by physicians for many years, and instituted modern, up-to-date methods of manufacture, distribution and merchandising, it has been confronted with serious problems.

These have been solved. Under the masterly leadership of its president, Mr. J. A. Goodman, so well known in financial and business circles, and a directorate composed of representative Memphians, Peplax Medicine Company and Pepsinol have made good.

Manufacture

Beginning operations at a time when every manufacturer was confronted by a shortage of raw materials, when the supply of labor was unable to meet the demand, when transportation difficulties handicapped business, Peplax Medicine Company won through by direct, clean-cut methods.

Production has steadily increased and is reaching a higher mark each week. By tremendous efforts materials have been brought to Memphis. Labor, necessarily of a higher type than is used in ordinary plants and laboratories, has been found. Scientific means of manufacture have replaced obsolete methods.

Thus Peplax Medicine Company solved the production problem. It is true that production, distribution and advertising. It will continue to dominate its fields and for quality products in all lines is growing by leaps and bounds, no manufacturer can fully meet it without subordinating quality. That the Peplax Medicine Company will not do. It is built upon the solid, indestructible foundation of "Quality First," the sound policy that assures enduring stability.

Distribution

The success of Peplax Medicine Company in overcoming the obstacles in the way of effective distribution has won the admiration and wonder of Memphis business men. Transportation troubles were solved by anticipating possible delay in deliveries.

A large force of salesmen is kept active. They cover their territory thoroughly. Each salesman's route is mapped for the benefit of the production department. Shipment follows immediately upon receipt of the salesman's orders in Memphis.

Pepsinol now has distribution in fifteen states. It is handled by the best dealers and best jobbers everywhere. Peplax Medicine Company originated a unique policy in distributing Pepsinol. It selected a dealer in each neighborhood of each town and city. These dealers were picked for their ability to render service to everybody in their community in the most convenient way. Authorized Pepsinol agents are representative merchants, each a business leader in his neighborhood.

The story of Peplax Medicine Company and Pepsinol would be incomplete without a tribute to the Pepsinol salesmen, who, under the able direction of Mr. A. C. Muir, secretary and sales manager, have contributed so much to the great success of this staunch pharmaceutical house and its product. They are the finest salesmen in the world, the most energetic, the greatest result producers. They were engaged for ability that they had already demonstrated, and they are "delivering."

Behind them, backing every effort they make and steadily increasing consumer demand for Pepsinol, is a tremendous


Campaign of Advertising

In 225 cities and towns impressive advertising is telling the merits of Pepsinol as a helpful, healthful medicine. This campaign includes dominating space and frequent insertions. Each advertisement carries a forceful message to the public. It is calm, conservative advertising. There is no exaggeration, no attempt to sell Pepsinol as a "cure-all."

Day after day in these 225 localities, each one a thriving hive of industry and trade, the health-producing qualities of Pepsinol are set forth strongly and simply.

This campaign of advertising, the size of which is dependent only on the rapidity with which salesmen cover their territory and open up new fields, is waged under difficulties—the supply of news print paper in the country is small, the price is rising and publishers are materially reducing the size of their newspapers. They have requested advertisers to reduce the size of their messages.

Peplax Medicine Company knows the value of complete co-operation between production, distribution and advertising. It will continue to dominate its fields with heavy advertising that everywhere means volume business for jobbers and dealers by increasing public demand.



Strength Building Tonic

The Pepsinol formula is scientifically designed to meet the needs of many common ailments. Fifty per cent of its power is directed toward correction of faults of digestion, both in the stomach and intestines. The balance of its power is divided in beneficial effect upon the liver, kidneys and bladder. The combined effect of all the ingredients is to purify the blood, relieve the heart of the excessive strain put upon it by indigestion and insufficient evacuation and elimination of waste and harmful solids and liquids. In perfect health, these are eliminated from the body, but in imperfect health they lodge in the body, harming the blood and debilitating the functional organs.

Peplax Medicine Company Blankets the South

With advertising. Read this list of 225 cities and towns in which Pepsinol is advertised in the leading newspapers. In more than 1,000 other towns it is marketed through other effective methods of advertising.

ALABAMA. Birmingham Mobile Montgomery Selma	GEORGIA. Albany Americus Athens Atlanta Augusta Brunswick Columbus Dublin Gainesville Macon Rome Savannah Thomasville Waycross Valdosta	KENTUCKY. Frankfort Hopkinsville Lexington Louisville Madisonville Owensboro Paducah Paris	MISSISSIPPI. Biloxi Columbus Hattiesburg Meridian Vicksburg	MISSOURI. Joplin Nevada Poplar Bluff St. Louis Springfield	LOUISIANA. Alexandria Baton Rouge Lake Charles Monroe New Orleans Opelousas Shreveport	CHARLOTTE. Durham Gastonia Goldensboro Greensboro Henderson High Point Kinston Mount Airy Newbern Plymouth Raleigh Rocky Mount Salisbury Seaboard Neck Shelby Wilmington	WINSTON-SALEM. Durham Gastonia Goldensboro Greensboro Henderson High Point Kinston Mount Airy Newbern Plymouth Raleigh Rocky Mount Salisbury Seaboard Neck Shelby Wilmington	OKLAHOMA. Ardmore Durant Muskogee McAlester Oklahoma City Okmulgee Tulsa Valliant	TENNESSEE. Bristol Chattanooga Columbia	JACKSON. Knoxville Memphis Nashville Paris	SOUTH CAROLINA. Anderson Charleston Chester Columbia Greenwood Greenville Laurens Newberry Orangeburg Rock Hill	SPARTANBURG. Ablene Amarillo Austin Beaumont Cleburne Corpus Christi Dallas Denison Fort Worth Galveston Houston Marshall Palestine Paris San Antonio	TEXAS. Tyler Waco Waxahatchie Weatherford	VIRGINIA. Alexandria Bristol Charlottesville Clifton Forge Danville Fredericksburg Front Royal Harrisonburg Lynchburg Newport News Norfolk	PETERSBURG. Portsmouth Richmond Roanoke Staunton Suffolk Winchester Wytheville	WEST VIRGINIA. Beckley Benwood Bluefield Charleston Clarksburg Elkins Fairmont	GRAFTON. Huntington Keyser Mannington Martinsburg Morgantown Moundsville New Martinsville Parkersburg Piedmont Point Pleasant Ronceverte Stattersville Weirton Wheeling
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The directors of Peplax Medicine Company are proud of the record which it has made in five months. They want the public to know why all Memphians are proud of the achievements of this commercial youngster, already grown to man's estate.

Peplax Medicine Company, Memphis, Tenn.

Phone Main 2824

805 Union Avenue.